

A service provider enables to distribute electronic content via a data network to a plurality of addressees. In order to do this, respective servers are identified, via which to deliver the content to respective groups among the plurality of the addressees. A copy of the content is then sent to the respective server. The respective server is enabled to send individual copies of the content to individual ones of the addressees in the respective group, e.g., based on the relevant e-mail addresses of the addressees in the respective group.